



MAY 17, 1996

C. E. "CURT" MOSER
Key Account Manager

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Camp Hill, PA 17011
Fax 717-761-1573

TO: ROUS' 1110 1210 1310 1610 1710 1810
2110 2210 2310 2910 6710 6910
HANDLING/DISTRIBUTION

IN RE: RITE AID - 1996 MERCHANDISING PLAN-O-GRAMS - CHAIN ID #0110-00-00/0110-01-00/0110-02-00

DEAR MANAGERS:

FOR YOUR INFORMATION, ATTACHED PLEASE FIND THE RITE AID COUNTER AND BACK BAR PLAN-O-GRAMS FOR 1996.

IN THE TOTAL RITE AID CHAIN, ALL STORES ARE AUTHORIZED FULL PRICE PCDS' AND DORAL CCDS'. AS INFORMATION, ALL STORES WILL HAVE EITHER A LEVEL I CONTRACT OR A RETAILER ASSIST CONTRACT.

ALL CONTRACTS WILL BE ENTERED INTO THE SALES INFORMATION SYSTEM FOR YOU.

THE FULL PRICE PCD WILL CONSIST OF 3-40 PACK TRAYS, PLUS THE LARGE HEADER SIGNAGE. THE CCD SHOULD BE A MINIMUM OF A 6 TRAY UNIT, FOR THE BACK BAR. IN ADDITION TO THESE 2 PERMANENT DISPLAYS, RITE AID HAS ACCEPTED A MONTHLY 40 PACK PRE-COUPONED DPC DISPLAY EACH MONTH FOR THE REMAINDER OF 1996. THIS WILL BE PLACED ON THE BACK BAR.

AS YOU CAN SEE, RJRS' POSITION HAS NOT CHANGED FROM THE PREVIOUS PLAN-O-GRAM. IF ADDITIONAL DISPLAYS ARE REQUIRED FOR STORES THAT CURRENTLY DO NOT HAVE DISPLAYS, IT IS YOUR RESPONSIBILITY TO ORDER IN THE NECESSARY MERCHANDISING PARTS.

PLEASE INSTRUCT THE RETAIL REPRESENTATIVES TO FULLY IMPLEMENT THIS PROGRAM, AND RESPOND BACK TO ME BY JUNE 28, 1996, ANY STORES THAT DO NOT COMPLY WITH THIS CURRENT PLAN-O-GRAM.

IF YOU SHOULD HAVE ANY QUESTIONS, PLEASE ADVISE.

THANK YOU FOR YOUR ASSISTANCE WITH THIS CHAIN.

SINCERELY,

CURT

C. E. MOSER

CEM/BAT

ATTACHMENT

CC: ALL RSMS'

ALL AVPS

Sales Retail
1221 1,2,3,4 1222 22,23,25,28
1222 1,2,3,4,5,7,8,9 1223 21,23,25,27,28
1223 3,4,7 1228 24,25,26,27,28,29
1224 1,2,3,5,6 1229 20,27,30
1225 1,2,3,4,6,7,8 ROM
1226 2,3,8 1210 PC SC
1229 3,4,7,8,11,12 MC PA
1240
1244 _____ RSM RBM

51850 5378